

## **Accelerator # - Driving the circular economy transition with private sector initiatives**

Thursday 18 April 2024; Venue: The Space, Rue Belliard 40, 1040 Brussels; Time: 11:30 - 13:00

Waste prevention, waste reduction, re-use, recycling, and recovery are at heart of a circular economy. With the EU Green Deal agenda, the circular economy is playing a gradually important role in shaping the partnership of the EU with the countries and regions of its Neighbourhood. The envisioned transition to such an economy poses challenges to established value chains, from raw materials supply, manufacturing, and recycling. Moving to a circular economy involves redesigning goods and services so that they are produced and consumed in a way that industrial and socio-economic development is non-pollutant, no-waste, low-carbon, resource efficient and socially inclusive. Entrepreneurs are key drivers in the transition to circular economy models.

The session will present stories of businesses and entrepreneurs, who have been agents of change driving the circular economy transition and creating green jobs, while at the same time developing products which preserve natural capital and biodiversity. Increasing raw materials consumption and a significant shortage of natural resource highlight, the current linear economic model is no longer viable. Stories of circular business models become even more relevant.

The Accelerator session builds on the experience gained from the implementation of programmes EU4Green, EU4Environment, Switch Med, Switch2Circular, EU/OECD Circular Economy project for the Western Balkans and many others, aiming to shift policies while also directly supporting the private sector and/or SME's behaviour and practice, towards circular and green economy patterns. It will further address knowledge and experience transfer for sharing a common vision and scaling up solutions across the private sector, including the challenges and opportunities to develop these models, as well as how to approach the European/international markets.

This Accelerator Session will start with a welcoming address by the European Commission (DG NEAR) followed by one keynote address by the OECD. The session will continue with a moderated panel discussion showcasing private sector-led initiatives that can be used as examples to achieve impact and scale for SMEs and entrepreneurs.

### **Opening and Keynote**

Opening: **Mr. Mathieu Bousquet**, Director A, DG NEAR, on the importance of shifting partner countries' private sector to more green and circular models.

Keynote: **Mr. Karim Dahou**, Deputy Director and Head of the China Unit, Directorate for Global Relations and Co-operation, OECD, on circular economy-related opportunities for the private sector in Western Balkans and beyond.

### **Moderated panel discussion**

Moderator: **Ms Inês dos Santos Costa**, former Secretary of State for Environment of Portugal - currently Associate Partner at Deloitte.

<b>Time</b>	<b>Session / task</b>	<b>Designation</b>
11:30-11:35	<i>Welcoming remarks</i> <b>Ms. Inês dos Santos Costa</b>	<i>Moderator</i>
11:35-11:40	<i>Opening</i> Supporting the private sector to shift to more green and circular models <b>Mr. Mathieu Bousquet</b> , Director A	DG NEAR
11:40-11:55	<i>Keynote</i> Circular economy-related opportunities for the private sector <b>Mr. Karim Dahou</b> , Deputy Director, Global Relations and Co-operation Directorate	OECD
11:55-12:35	<i>Moderated panel discussion</i> <ul style="list-style-type: none"> <li>• Circular models from private sector in Western Balkans <b>Mr. Filip Ivanovski</b>, Managing Director PRO PAKOMAK</li> <li>• Circular models from private sector in Eastern Partnership <b>Mr. Giorgi Guliashvili</b>, Director of Wasteless</li> <li>• Circular models from private sector in Southern Neighbourhood <b>Ms. Nerseen Barkat</b>, CEO Jordan Strategy Forum <b>Mr. Amr Aladawy</b>, CEO Abu Qir Fertilisers</li> <li>• Knowledge sharing for scaling up solutions in private sector <b>Mr. Hannes McNulty</b>, Green Industry Platform Manager <b>Mr. Lucas van der Schalk</b>, CEO Corplex Plastics</li> </ul>	<i>Moderator</i>  North Macedonia  Georgia  Jordan Egypt  GGKP New ERA
12:35-12:45	<i>Q&amp;A [questions potentially collected via App]</i>	Moderator / Audience

12:45-13:05      **Ceremony with Albania and North Macedonia on launching the Circular Economy Roadmaps**

With Permanent representatives from Albania and North Macedonia to the EU  
 -**Ambassador (Mr.) Ferit Hoxha**  
 -**Ambassador (Mr.) Zulfi Ismaili**

Attendance by **Ms. Valentina Superti**, Director, DG NEAR, European Commission, **Mr. Mathieu Bousquet**, Director A, DG NEAR, European Commission, **Mr. Karim Dahou**, Deputy Director and Head of the China Unit, Global Relations and Co-operation Directorate, OECD and **Ms. Marzena Kisielewska**, Head of OECD South East Europe Division

13:05-14:00      Lunch